



News and Views

The Newsletter of the Tennessee Public Library Management Institute

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And We're Back...

Jane Pinkston opened the third year of the Public Library Management Institute by leading a few aerobic exercises to the theme from "Rocky" to get the Institooters energized for the week ahead. The students then were give the task to find a headline that described what had been going on at each of their libraries in the past year. Some of the headlines chosen included "The Return of the Ocelot," "Surprise! Surprise! Hot Rods!", and

"Are your leftovers leaving leftovers?"
You had to be there...!

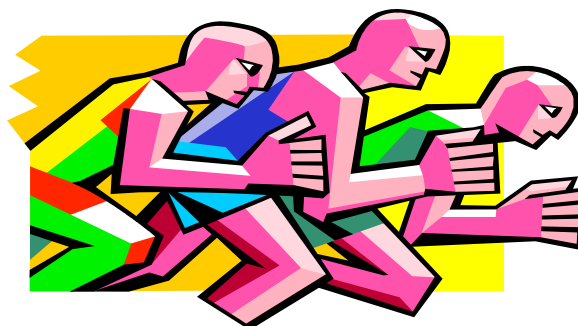
The focus of year three of the Institute is establishing partnerships. To introduce this focus, Jane asked the Institooters the following two questions: "Why do we need library partnerships?" and "How do we find library partnerships?" The group decided that we need library partnerships 1) to increase knowledge, 2) to provide strength in numbers, 3) to improve our image, 4) to accomplish goals and 5) to get the library's name out there.

Examples of places to find partnerships include headstarts/daycares, senior citizen centers, schools, chambers of commerce, hospitals, foundations, news media, temp offices, friends of the library groups, and industries. The list is endless.

Jane concluded her welcome with a brief summary of the speakers who will be on hand at this year's institute. Ready or not – here we go!

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Marketing 101



Pat Wagner kicked off the first speaker session with a discussion about marketing in libraries. Ms. Wagner began the discussion by explaining that libraries need to be relevant to the people they serve in order to be successful. Times are changing and so are the library's patrons and their needs. Therefore, the library must make changes to remain current in today's world. Ms. Wagner reminded the Institooters to always be aware of the "invisible customers" – those who have stopped coming to the library and those who have never entered the library – and to make the necessary changes to either bring them back or to introduce them to the library.

Ms. Wagner explained the key concepts behind marketing, public relations and advertising. Marketing is "awareness, change, and response." Public relations make the patrons remember the library "fondly and often." Advertising is used to give the patrons "a compelling reason to 'buy'."

The Institooters were asked to rank how well their libraries currently do when it comes to marketing, community research, and public relations activities. The group then went around the room and discussed their marketing strengths and weaknesses.

In the afternoon session, Ms. Wagner explained the importance of determining a target audience before performing any marketing activities. Ms. Wagner stated that "if you do not know who you are selling to, then you do not know how to sell to them". The Market Triangle provides three examples of how the target audience can be influenced: 1) Cost – do they want it cheap? 2) Quality – do they want it good? 3) Convenience – do they want it fast? Depending on which of these the target audience desires, the marketing strategy will be slightly different.

Libraries hoping to market to a specific audience should be aware of the difference between a "feature" and a "benefit". Ms. Wagner explained that library features that are vague, contain the library's point of view, or use jargon usually do not have any meaning for the patron. Patrons prefer to know what the "benefit" of using library services will be for themselves and their families. They want to see things in their terms and from their point of view.

Ms. Wagner concluded the day by asking the Institooters to think of possible new ways to increase marketing, public relations, and advertising in their libraries. It was a day full of useful information for the students – way to go!

A Special Message from Jane

In celebration of the graduating year of the Institute, Jane has written the following poem for the Institooters:

*You're back again
With Shelley and Jane
On the campus of APSU.*

*You remember the food,
The magical mood
Of being with others just like you.*

*You've brought your stuff -
Hope it's enough -
To last through a week of more speakers.*

*Futuristic ideas...
A process that is
Life-changing for all of you seekers.*

*The Myers Briggs test,
The shot at your best,
Of flipchart reporting and laughter.*

*Also...the stress -
The nights of duress -
Your speeches rehearsed to the rafters.*

*Linear thinkers,
Creativity tinkers,
Our styles are so varied as we seek...*

*Management skills
Leadership thrills
The Partnership focus of this week.*

There's...

*Connie and Curt,
Carol and Janice,
Kim, Gloria, Jan, Mary, and Linda.*

*Katherine and James,
Brenda and Norma,
Alesia, Faye, Carol, and Virginia.*

There's...

*Dinah and Dave,
Norma and Judith,
Theresa, Rebecca, and Brittany.*

*Chantay and Jan,
Margaret, Coneen,
Robin, Carol, Mary, and Tammy.*

*Institooters galore,
Thirty-two more,
The library world is so proud of you.*

*We love you all
So always stand tall
As all of those Tooters before you.*

*This is the year
For celebration and cheer -
Three Institute years and you can't wait.*

*End with a bang,
Be a part of this gang,
And on May 27th, you'll graduate!!*